



DEFENSE LOGISTICS AGENCY
DEFENSE ENERGY SUPPORT CENTER
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FORT BELVOIR, VIRGINIA 22060-6222

NOV 18 2005

GENERAL ORDER
NO. 04-06

DESC-R

IN REPLY
REFER TO

I. Authority: Approval of the Director, Defense Energy Support Center (DESC).

11. Pursuant to the cited authority, and effective immediately, the Customer Support Office (DESC-DS) is renamed to the Customer Support and Enterprise Initiatives Office and will be taking on additional roles. This office was originally established to develop and foster customer support concepts across all DESC business areas. Additionally, it will now oversee the development and implementation of three strategic areas in DESC:

- 1) The Enterprise Customer Relationship Management (CRM) initiative within DESC,
- 2) Strategic Planning and Performance Measurement, and 3) Competitive Sourcing.

A. Customer Relationship Management:

CRM is a comprehensive approach that works toward seamless coordination between all customer-facing functions. The CRM Division has two branches, CRM Program Development and CRM Execution.

1. CRM Program Development

Areas of responsibility and functions include, but are not limited to, the following:

- i. Serves as DESC liaison to the DLA-sponsored CRM initiative.
- ii. Defines CRM requirements associated with DESC business processes.
- iii. Develops strategic, operational and analytical CRM processes, with supporting technology to interact with customers and facilitate capture of customer data. This will be done in multiple CRM components to include Service, Sales, Marketing, Analytics, Enterprise Customer Master and Validation and Testing. The newly developed processes will allow DESC to have repeatable customer focused processes that are consistent throughout the DLA Enterprise. It will also allow DESC to share customer information across multiple touch points and help DESC gain a better understanding of customer behavior. This better understanding of customer behavior supports better decision-making that drives improved customer satisfaction.
- iv. Develops DESC enterprise customer profile system through the Enterprise Customer Master.
- v. Coordinates with DESC-DT on Service related processes, to include the Virtual Call Center.
- vi. Serves as DESC liaison for the DLA Customer Assessment Program.



3. Assists CBUs/Regions in setting target groups for marketing, conducting cost/benefit analyses, defining the execution channel for the marketing activity and monitoring the results of the marketing activity.

B. Strategic Planning and Performance Measurement

Responsibilities include Strategic Planning, Performance Measurement, Management Controls and Culture:


1. Develops, integrates and implements long-range strategic and operational goals and objectives within the DESC business environment.
2. Translates higher level strategy into operational terms by utilizing strategy maps and a Balanced Score Card approach.
3. Works to align the DESC Commodity Business Units, Staff and regions to the agreed upon strategies.
4. Develops a communication plan with includes a training and awareness program so that DESC employees understand the Strategic Management System in DESC and how their jobs are connected to higher level strategies.
5. Serves as DLA HQ/DESC liaison in performance analysis efforts. Updates and integrates the DESC shared and contributory strategic objectives and business initiatives with the DLA Balanced Score Card.
6. Is primary focal point for the execution of the Management Control Program in DESC. Represents DESC to DLA in the Management Control arena. Ensures each CBU/Region and staff office has management controls in place. Reviews and coordinates each CBU/Region and staff office management control. Ensures DESC Annual Management Control report is submitted to DLA within the prescribed timeframes.
7. Coordinates the implementation of the Denison Culture/Climates survey in DESC. Reviews the results of the survey and provides analysis and recommendations to CBU/Regions and Staff offices on how to improve areas of weakness. Assists in the analysis of root causes and the actions required to improve key culture weaknesses.
8. Assists and coordinates CBU/Region and Staff office efforts to establish action plans to improve culture. Develops and coordinates the DESC "Corporate" action plan and briefs senior leadership on actions, milestones and metrics for achieving the action plan.

C. COMPETITIVE SOURCING

1. Is responsible for supporting the commercial activity public-private competitions in accordance with the Office of Management and Budget (OMB) Circular Number A-76 and competitive and sourcing procedures.
2. Works in concert with the DLA Competitive Sourcing Office and provides guidance and interpretation on matters concerning competitive sourcing and A-76 program implementation in DESC. Represents DESC on DLA Competitive Sourcing meetings and IPTs.
3. Conducts annual FAIR Act inventories; reviews Position Descriptions and functions for DESC positions. Classifies, negotiates, and coordinates each position and function with CBU/Regions and Staff offices.
4. Is responsible for coordinating A-76 actions within DESC which includes the “requiring” activity and contracting office assigned A-76 support activities. Establishes and coordinates the DESC “Most Efficient Organization” and “Performance Work Statement” teams to execute the competitive sourcing activity in DESC, ensuring the proper measures are taken to develop strict firewalls and protocols for the execution of the effort. Coordinates and is the liaison with the DLA Enterprise Contracting office for A-76.

111. The DESC-DS office reports directly to the Director Deputy Director DESC. This general order authorizes personnel realignments/reassignments accordingly. The Director of Customer Relationships Management will also be the sponsor of the Customer Quadrant Initiatives of the Balanced Scorecard. Detailed mission, functions, and organizational changes will be reflected in the DESC Organization, Mission, and Function Manual, DESCM 5810.1.

FOR THE DIRECTOR:


CAROL O'LEARY
Director
Financial Operations

DISTRIBUTION:
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CSO-C